Stanford Advanced Project Management Certificate

Converting Strategy into Action (XAPM110)

Sample Agenda

Primary Instructors
Raymond Levitt, Gideon Kunda, Mark Morgan, Stephen Barley, John Warren

Day 1
7:00–8:00  Registration and Continental Breakfast
8:00–10:00 Introduction and The Strategic Execution Framework
10:00-10:15 Break
10:15–12:00 Ideation and Strategy
12:00–1:00 Lunch
1:00–2:45 Aligning Strategy, Structure, and Culture
2:45–3:00 Break
3:00–5:00 What Is Culture and Why it Matters
5:30 Reception—Stanford University Campus

Day 2
7:30–8:00  Continental Breakfast
8:00–9:45 Creating a Project Culture
9:45–10:00 Break
10:00–12:00 Project Portfolio Management
12:00–1:00 Lunch
1:00–3:00 Making Strategy Real and Mapping Metrics to Your Strategy
3:00–3:15 Break
3:15–5:00 Power and Politics
<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:30–8:00</td>
<td>Continental Breakfast</td>
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<td>8:00–10:00</td>
<td>Balancing Agility and Discipline: PM 1.0 vs. 2.0</td>
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<td>10:00–10:15</td>
<td>Break</td>
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<td>10:15–12:00</td>
<td>Implementing the SEF: Now What?</td>
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